

What is Claimed is:

1. A pressure-sensitive adhesive tape which comprises a substrate and a pressure-sensitive adhesive layer disposed on at least one side of the substrate,

wherein the substrate comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order.

2. The pressure-sensitive adhesive tape as claimed in claim 1, wherein the substrate comprises a supporting substrate and colored layers,

the colored layers being a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order from the supporting substrate side.

3. The pressure-sensitive adhesive tape as claimed in claim 2, wherein the supporting substrate is a transparent substrate film.

4. The pressure-sensitive adhesive tape as claimed in claim 2, wherein the supporting substrate is a white substrate film.

5. The pressure-sensitive adhesive tape as claimed in claim 1, wherein the substrate comprises a supporting substrate and colored layers,

the supporting substrate being a white substrate film and the colored layers being a layer of a color other than

white and black and a black layer which are superposed in this order from the white substrate film side.

6. The pressure-sensitive adhesive tape as claimed in claim 1, wherein the layer of a color other than white and black is a silver layer.

7. The pressure-sensitive adhesive tape as claimed in claim 1, which is for use in fixing a liquid-crystal display module unit to a backlight unit.

8. A liquid-crystal display comprising a liquid-crystal display module unit and a backlight unit, wherein the display module unit and the backlight unit being fixed to each other with the pressure-sensitive adhesive tape of claim 1.

9. A pressure-sensitive adhesive tape substrate which comprises colored layers comprising a white layer, a layer of a color other than white and black, and a black layer which are superposed in this order, the substrate being for use in the pressure-sensitive adhesive tape of claim 1.